

# Powell River LIVING

Showcasing the best of Powell River

## Why advertise with POWELL RIVER LIVING?

POWELL RIVER LIVING MAGAZINE combines the best of community newspapers with the marketing advantages of magazines. From newspapers, POWELL RIVER LIVING brings you the affordability of advertising on newsprint and the market penetration of a free distribution product.

From magazines, POWELL RIVER LIVING brings you multiple exposure factor for your advertisements plus a long shelf life.

Magazines reach four to six readers per copy and remain in homes an average of five to fourteen days. In comparison, a daily newspaper has only a five to 30 minute exposure factor with an average of two readers. As well, magazines have a tradition of having a positive image so people look forward to reading them.

Magazines, such as POWELL RIVER LIVING, can establish close community ties by publishing positive, upbeat stories about local people and events while maintaining editorial flexibility to respond to changing market needs.

Powell River Living is 100% independent and owned locally!

## POWELL RIVER LIVING

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## Advertising Rates

Effective: January 1, 2010

SIZE	DIMENSIONS (W" X H")	RATE	ADD FULL COLOUR	INCLUDING COLOUR
Full Page	7.875 x 11.00	\$ 965	\$ 275	\$ 1240
Half Page (Horiz)	7.875 x 5.50	\$ 512	\$ 185	\$ 697
Half Page (Vert)	3.938 x 11.00	\$ 512	\$ 185	\$ 697
One Column	2.5 x 11.00	\$ 347	\$ 135	\$ 482
Jumbo Banner	7.875 x 3.25	\$ 331	\$ 135	\$ 466
Quarter Page	3.938 x 5.50	\$ 265	\$ 130	\$ 395
Banner	7.875 x 1.625	\$ 172	\$ 72	\$ 244
V8	2.50 x 4.00	\$ 131	\$ 56	\$ 187
Business Card	3.85 x 2.00	\$ 99	\$ 56	\$ 155

Interested in the Inside Front Cover? Ask about availability.

## Frequency Discounts

3 consecutive issues — 5% off regular price

11 consecutive issues — 10% off regular price

Non-profit organizations — 10% off regular price

Premium placement charge — 25%

\* Discounts do not apply to colour or placement charges.

## Terms

Prices do not include taxes. Full payment is due within 30 days of billing. Overdue accounts will be charged an additional 2% per month. NSF cheques will be charged \$25.

## Cancellations

Written notification is required to cancel any advertisement.

Advertisements ordered and produced but not printed will be invoiced at 50 percent of ad cost if cancelled later than the 15th of the month prior to publication.

## Advertising Deadlines

POWELL RIVER LIVING is published 11 times per year; December and January are combined. All ad copy must be received not later than the 15th day of the previous month. If this falls on a weekend or statutory holiday, deadline is the last working day prior.

[www.prliving.ca](http://www.prliving.ca)

Prices & policies subject to change without notice.